

ORDER



KSNV

Orders
Order / Rev: 101891
Alt Order #: 06815349
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1187
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Oceguela for Congress
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	60	\$30,955.00	\$26,311.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$30,955.00	\$26,311.75	0.00
Totals	60	\$30,955.00	\$26,311.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	20%	\$30,955.00
Market	100%	\$154,775.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$40,241.50
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$32,502.75
KTUD	1%	\$1,547.75
KVVU	22%	\$34,050.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$15,477.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners	5-6a		M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			4		\$450.00		0.00				

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N 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		4				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSNV	10/16/12-10/22/12	M-F 5-6a WakeUp w/Wagner		5-6a	MTWThF----	:30		(\$450.00)		0.00	NM		
		See MG 1.5,1.6,1.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	3	KSNV	10/16/12-10/22/12	M-F 5-6a WakeUp w/Wagner		5-6a	MTWThF----	:30		(\$450.00)		0.00	NM		
		See MG 1.5,1.6,1.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	4	KSNV	10/16/12-10/22/12	M-F 5-6a WakeUp w/Wagner		5-6a	MTWThF----	:30		(\$450.00)		0.00	NM		
		See MG 1.5,1.6,1.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	5	KSNV	10/17/12-10/22/12	M-F 5-6a WakeUp w/Wagner		5-6a	M-WThF----	:30		\$450.00		0.00	NM		
		Ⓜ MG for 1.3,1.2,1.4 [Revised rate to reinstate]													
	6	KSNV	10/17/12-10/22/12	M-F 5-6a WakeUp w/Wagner		5-6a	M-WThF----	:30		\$450.00		0.00	NM		
		Ⓜ MG for 1.3,1.2,1.4 [Revised rate to reinstate]													
	7	KSNV	10/17/12-10/22/12	M-F 5-6a WakeUp w/Wagner		5-6a	M-WThF----	:30		\$450.00		0.00	NM		
		Ⓜ MG for 1.3,1.2,1.4 [Revised rate to reinstate]													
2	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	5	\$275.00	3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$275.00		0.00			
3	KSNV	10/16/12	10/22/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	5	\$300.00	3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$300.00		0.00			
N 4	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$625.00		0.00			
N 5	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$750.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	10/15/12-10/21/12	Sunday Today		7a-8am	-----Su	:30		(\$750.00)		0.00	NM		
		See MG 5.2 [Below LUR]													
	2	KSNV	10/21/12-10/21/12	Sunday Today		7a-8am	-----Su	:30		\$750.00		0.00	NM		
		Ⓜ MG for 5.1 10/21 [Revised rate to reinstate]													
9	KSNV	10/16/12	10/22/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	MTWTF--	:30	2	\$100.00	4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$100.00		0.00			
10	KSNV	10/16/12	10/22/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	MTWTF--	:30	2	\$150.00	3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		2				\$150.00		0.00			

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11	KSNV	10/16/12	10/22/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.00	4	0.00	NM	3	\$300.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	3		\$100.00		0.00						
12	KSNV	10/16/12	10/22/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.00	3	0.00	NM	3	\$525.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	3		\$175.00		0.00						
13	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	3		\$250.00		0.00						
14	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$250.00	3	0.00	NM	3	\$750.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	3		\$250.00		0.00						
15	KSNV	10/16/12	10/22/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$375.00	3	0.00	NM	5	\$1,875.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$375.00		0.00						
N 16	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	2	\$350.00	3	0.00	NM	3	\$1,050.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	2		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	10/16/12-10/22/12		M-F Jeopardy	630-7pm		MTWThF----	:30	(\$350.00)	0.00	NM				
See MG 16.6,16.7															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/16/12-10/22/12		M-F Jeopardy	630-7pm		MTWThF----	:30	(\$350.00)	0.00	NM				
See MG 16.6,16.7															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/16/12-10/16/12		Jeopardy in PRIME	M-SA 8-11p / SUN		-T-----	:30	\$350.00	0.00	NM				
Ⓜ MG for 16.1 10/16															
[INV CODE]															
6	KSNV	10/17/12-10/22/12		M-F Jeopardy	630-7pm		M-WThF----	:30	\$350.00	0.00	NM				
Ⓜ MG for 16.3,16.2															
[Revised rate to reinstate]															
7	KSNV	10/17/12-10/22/12		M-F Jeopardy	630-7pm		M-WThF----	:30	\$350.00	0.00	NM				
Ⓜ MG for 16.3,16.2															
[Revised rate to reinstate]															
N 17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	M-WTF--	4		\$1,300.00		0.00						

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N17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	M-WTF--	4		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/16/12-10/22/12		M-F Wheel	7-730pm		M-WThF----	:30	(\$1,300.00)	0.00	NM				
See MG 17.5, 17.6, 17.7 [Below LUR-LUR is \$260]															
2	KSNV	10/16/12-10/22/12		M-F Wheel	7-730pm		M-WThF----	:30	(\$1,300.00)	0.00	NM				
See MG 17.5, 17.6, 17.7 [Below LUR-LUR is \$260]															
3	KSNV	10/16/12-10/22/12		M-F Wheel	7-730pm		M-WThF----	:30	(\$1,300.00)	0.00	NM				
See MG 17.5, 17.6, 17.7 [Below LUR-LUR is \$260]															
5	KSNV	10/17/12-10/22/12		M-F Wheel	7-730pm		M-WThF----	:30	\$1,300.00	0.00	NM				
Ⓜ MG for 17.1, 17.3, 17.2 [Revised rate to reinstate]															
6	KSNV	10/17/12-10/22/12		M-F Wheel	7-730pm		M-WThF----	:30	\$1,300.00	0.00	NM				
Ⓜ MG for 17.1, 17.3, 17.2 [Revised rate to reinstate]															
7	KSNV	10/17/12-10/22/12		M-F Wheel	7-730pm		M-WThF----	:30	\$1,300.00	0.00	NM				
Ⓜ MG for 17.1, 17.3, 17.2 [Revised rate to reinstate]															
N18	KSNV	10/20/12	10/20/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		Wknd Jeopardy	630-7pm		-----Sa--	:30	(\$525.00)	0.00	NM				
See MG 18.2 [Below LUR-LUR is \$175]															
2	KSNV	10/20/12-10/20/12		Wknd Jeopardy	630-7pm		-----Sa--	:30	\$525.00	0.00	NM				
Ⓜ MG for 18.1 10/20 [Revised rate to reinstate]															
N19	KSNV	10/20/12	10/20/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$525.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		Wknd Wheel of Fortune	7-730pm		-----Sa--	:30	(\$525.00)	0.00	NM				
See MG 19.2 [Below LUR-LUR is \$175]															
2	KSNV	10/20/12-10/20/12		Wknd Wheel of Fortune	7-730pm		-----Sa--	:30	\$525.00	0.00	NM				
Ⓜ MG for 19.1 10/20 [Revised rate to reinstate]															
N22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p Thursday Prime 9-10pm	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$3,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		Thurs PR 9-10p	9-10pm		---Th----	:30	(\$3,200.00)	0.00	NM				
See MG 22.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/18/12-10/18/12		Thurs PR 9-10p	9-10pm		---Th----	:30	\$3,200.00	0.00	NM				
Ⓜ MG for 22.1 10/18 [Revised rate to reinstate]															
N23	KSNV	10/20/12	10/20/12		CM	10-11pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00

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Sat PR 10-11p Saturday Prime 10-11pm LAW & ORDER: SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$1,300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Sat PR 10-11p 10-11pm -----Sa- :30 (\$1,300.00) 0.00 NM See MG 23.2 [Below LUR] 2 KSNV 10/20/12-10/20/12 Sat PR 10-11p 10-11pm -----Sa- :30 \$1,300.00 0.00 NM Ⓜ MG for 23.1 10/20 [Revised rate to reinstate]															
N24	KSNV	10/21/12	10/21/12	Sun PR 10-11p	CM	10-11pm	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Sunday Prim 10-11pm LAW & ORDER AFTER NFL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$1,200.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KSNV 10/15/12-10/21/12 Sun PR 10-11p 10-11pm -----Su :30 (\$1,200.00) 0.00 NM See MG 24.2 [Below LUR] 2 KSNV 10/21/12-10/21/12 Sun PR 10-11p 10-11pm -----Su :30 \$1,200.00 0.00 NM Ⓜ MG for 24.1 10/21 [Revised rate to reinstate]															
25	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$375.00	3	0.00	NM	4	\$1,500.00
M-F News 3 at Eleven NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 4 \$375.00 0.00															
26	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.00	3	0.00	NM	1	\$350.00
Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$350.00 0.00															
27	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$350.00	3	0.00	NM	1	\$350.00
Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$350.00 0.00															
28	KSNV	10/16/12	10/22/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$185.00	3	0.00	NM	3	\$555.00
Tonight Show TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 3 \$185.00 0.00															
29	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.00	3	0.00	NM	1	\$450.00
Saturday Night Live SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$450.00 0.00															
30	KSNV	10/21/12	10/21/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
NFL Football SUN NT FB: PITT @ CIN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$4,000.00 0.00															
Totals														60	\$30,955.00